

Message Text

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SUBJ: FY 1975 COMMERCIAL ACTION PROGRAM (CAP): SURVEY CAMPAIGN

REF: STATE 177615 AND SANTIAGO 3652

1. EMBASSY PROPOSES FOLLOWING SURVEY CAMPAIGNS FOR BALANCE
OF FY 1975:

A) MEDICAL EQUIPMNT

1) SHERWOOD AND F. VIAL WILL SURVEY NATIONAL SOCIETY
OF HEALTH (SNS) AND ARMED FORCES TO DETERMINE
MEDICAL EQUIPMENT NEEDS PROJECTED FOR THE COMING TWO FISCAL YEARS.

2) FOLLOW-UP TO THESE VISITS WILL TAKE PLACE WITH
MAJOR IMPORTERS. KEY QUESTION TO BE DETERMINED:
WHETHER PRIVATE HOSPITALS WILL BE REQUIRED TO SUBMIT
BUDGETS TO SNS. IF NOT SHERWOOD AND VIAL WILL VISIT
LARGEST PRIVATE HOSPITALS TO DETERMINE REQUIREMENTS FOR THE
NEXT THREE YEARS.

B) COMPUTERS AND RELATED EQUIPMENT (TARGET INDUSTRY)

1) SHERWOOD AND VIAL WILL INTERVIEW OFFICIALS OF CORFO, ODEPLAN,
THE EMPRESA NACIONAL DE COMPUTACION E INFORMACION, LTDA.(ECOM), THE
SOCIEDAD DE FOMENTO FABRIL (SOFOFA). AND THE
CONFEDERACION DE LA PRODUCCION Y COMERCIO
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(SMALL AND MEDIUM- SIZED INDUSTRY AND COMMERCE)

TO DETERMINE TRENDS REGARDING ACQUISITION OF
COMPUTER EQUIPMENT. RANGE WILL BE FROM LARGE
EDP INSTALATIONS SUCH AS USED BY BANKS,
UTILITIES, MAJOR INDUSTRIAL PLANTS, WHOLESALE
AND RETAIL ESTABLISHMENTS TO MINICOMPUTERS,
SOFTWARE AND PERIPHERAL EQUIPMENT OF INTEREST
TO SMALLER ENTITIES SUCH AS RESEARCH LABORATORIES
AND SMALL TO MEDIUM SIZED COMMERCIAL AND INDUSTRIAL ENTERPRISES.

2) SHERWOOD AND VIAL TO VISIT ESTABLISHED SUB-
SIDIARIES AND AGENTS OF U.S. COMPUTER FIRMS
TO SEE IF THEIR MARKET PROJECTIONS FOR THE
NEXT THREE YEARS IMPLY INCREMENTAL SALES POSSIBILITIES
FOR THEMSELVES AND OTHER AMERICAN
PRODUCERS OF EQUIPMENT IN THIS SECTOR.

C) INCV YRQKOUTBOARD BOAT MOTORS

1) SHERWOOD AND VIAL TO VISIT OFFICIALS OF CORFO,
FEDERACION DE CAZA Y PESCA AND MARITIME AUTHORITIES TO DETERMINE
CHILE'S NEEDS FOR ALL TYPES OF MARITIME
MOTORES FOR PASSENGER VESSELS, CHARTER HIRE,
COMMERCIAL FISHING AND RECREATION.

2) BASED ON RESULTS OF PRELIMINARY SURVEY,
FOLLOW-UP WITH MAJOR IMPORTERS AND END
USERS TO SEE WHAT PARTICULAR LINE OF
MARINE ENGINES ARE IN CURRENT AND PROSPECTIVE DEMAND.

D) PLASTIC EXTRUSION MACHINERY

1) SHERWOOD AND VIAL TO INTERVIEW CONTACTS IN
CORFO, ODEPLAN, SOFOFA, THE CONFEDERACION
DE LA PRODUCCION Y COMERCIO TO DETERMINE
WHETHER PRODUCTION OF EXTRUDED PLASTIC
MATERIALS WILL CARRY A HIGH PRIORITY IN
CHILE'S INDUSTRIAL DEVELOPMENT PLANS.

2) FOLLOW UP WITH DOW CHEMICAL AND OTHER
PRODUCERS OF PVC AND POLYETHYLENE TO SPOT
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SPECIFIC OPPORTUNITIES FOR U.S. PRODUCERS
OF PLASTIC EXTRUSION MACHINERY.

2. PERSONNEL REQUIREMENTS FOR THE FOREGOING CAMPAIGNS
AS FOLLOWS:

FSO4	FITZGERALD	6 DAYS
FSO-5	SHERWOOD	20 DAYS

FSL-4 F. VIAL 25 DAYS
FSL-5 M.C. VIAL 8 DAYS

IT IS ENVISAGED THAT MOST OF THE SURVEY CAMPAIGN WILL
TAKE PLACE IN THE FIRST QUARTER OF CY 1975. SHERWOOD
AND F. VIAL WILL DO BULK OF LEGWORK, COLLECTION O
STATISTICAL MATERIAL AND DRAFTING; FITZGERALD WILL
SUPERIVSE AND COORDINATE: M.C. VIAL'S CONTRIBUTION MAINLY
CLERICAL.

3. WHILE OUR PRELIMINARY INDICATIONS ARE THAT ALL FOUR
SURVEYS WILL LEAD TO FULL POST INITIATED MARKED STUDIES
WE OFFER THE PERSONNEL REQUIREMENT ESTIMATES ABOVE AS
NEEDED FOR PROBING THE MARKET DURING THIS PERIOD. FURTHER
PERSONNEL PESOURCES WILL BE DEVOTED TO FOLLOW-UP ACTIVITIES
PREPARATION OF SURVEY, TRADE OPPORTUNITIES,
PROSPECT INFORMATION REPORTS, ETC. DURING THE FINAL QUARTER
OF FY 1975. EMBASSY WILL REVISE AND REPORT ON ADDITIONAL
SURVEY CAMPAIGNS AS WELL AS PESONNEL REQUIREMENTS AS
THEY BECOME KNOWN.
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